



Behavioral Health is Essential To Health



Prevention Works







People Recover







10x10 Wellness Campaign

Joining Together for Wellness and Recovery: Launching the First National Wellness Week September 19–25, 2011





Disclaimer

The views expressed in this training do not necessarily represent the views, policies, and positions of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), the U.S. Food and Drug Administration (FDA), or the U.S. Department of Health and Human Services (DHHS).





Save the Date: National Wellness Week!



Wilma Townsend, M.S.W.

Public Health Analyst

Office of Consumer Affairs

Center for Mental Health Services

Substance Abuse and Mental Health Services Administration





Wellness and Recovery

People with mental and substance use disorders die decades earlier than the general population...

"By pursuing **wellness**, we can reduce the disparity in mortality..."

—Measurement of Health Status for People with Serious Mental Illnesses, National Association of State Mental Health Program Directors (NASMHPD), (2008)







Photo courtesy of Sacred Heart EWeber2010 on Flickr

Early Mortality Factors

Factors contributing to preventable, premature death:

- Modifiable risk behaviors, e.g., smoking, poor nutrition, inactivity, substance use, lack of sleep
- Higher rates of cardiovascular disease, diabetes, respiratory disease, and infectious disease (including HIV)
- Higher rates of poverty, homelessness, unemployment, and incarceration
- Social isolation, trauma, stigma, and discrimination
- Side effects of psychotropic medications
- Inadequate access to trauma-informed care
- Lack of comprehensive primary and behavioral health care





SAMHSA 10x10 Wellness Campaign: Our Vision. Our Pledge.

We envision:

 A future in which people with mental and substance use disorders pursue optimal health, happiness, recovery, and a full and satisfying life in the community via access to a range of effective services, supports, and resources.

We pledge:

 To promote wellness for people with mental and substance use disorders by taking action to reduce early mortality by 10 years in 10 years.





Campaign Partners and Champions

SAMHSA's Interagency Partner

U.S. Food and Drug Administration's Office of Women's Health

10x10 Wellness Campaign Champions

- 10x10 Wellness Campaign National Steering Committee
- Nearly 3,000 individuals and community-based organizations
- National organizations including:
 - National Council for Community Behavioral Healthcare, Faces and Voices of Recovery, Centers for Disease Control and Prevention, Healthy People 2020, Mental Health America, National Alliance on Mental Illness, National Coalition for Mental Health Recovery, National Association of State Mental Health Program Directors, and many more.

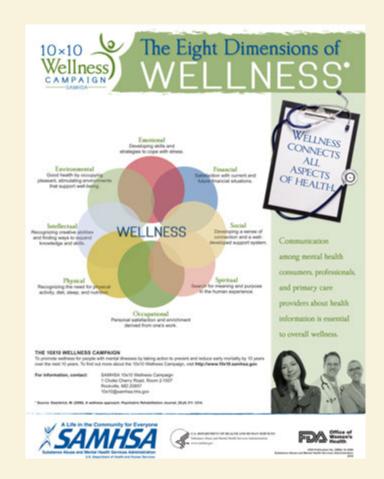




10x10 Wellness Campaign Strategies

Public Awareness and Education

- Wellness posters and brochures
- Wellness Webinars
- Web sites:
 - http://www.10x10.samhsa.gov
 - http://www.fda.gov/women
- E-newsletter promoting Campaign activities, innovative community, research, etc.







National Wellness Week

Partnerships, Community Mobilization and Media Outreach

As part of National Recovery Month, we will launch **National Wellness Week** (September 19–25, 2011)

- Inspire individuals to incorporate dimensions of wellness into their lives
- Get involved by taking the Pledge for Wellness
- Join us at 10:10 a.m. and p.m. on Friday, September 23rd for the 10:10
 Line Dance for Wellness
- Host a 10:10 Line Dance for Wellness Party and invite others to be part of this life-saving cause





Put It on the Map!



Tell us what you are planning for National Wellness Week!

Email us at 10x10@samhsa.hhs.gov.





Continue the Conversation

After this town hall, continue the conversation online at BHTalk!

- BHTalk is SAMHSA's free social forum where you can:
 - Tell us your National Wellness Week activity;
 - Interact with others doing Wellness programs; and
 - Provide input about the 10x10 Wellness Campaign.
 - Register at http://www.bhtalk.org and click on the 10x10
 Wellness Campaign Group.
 - Sign the pledge at http://www.10x10.samhsa.gov.





New Opportunities for Wellness: Celebrating National Wellness Week



Peggy Swarbrick, Ph.D., OTR, CPRP
Director, Collaborative Support Programs of New Jersey
Institute for Wellness and Recovery Initiatives
University of Medicine and Dentistry of NJ
School of Health Related Professions
Department of Psychiatric Rehabilitation and Counseling Professions





A Passion for Wellness

Swimming has helped me immensely on my personal path to wellness.







Defining Wellness

"Wellness is a conscious, deliberate process that requires awareness of and making choices for a more satisfying lifestyle."

 Swarbrick, M. (1997) A Wellness Model for Clients. Mental Health Special Interest Section Quarterly. 20, 1–4.



Photo courtesy of Iululemon athletica on Flickr



Photo courtesy of AlicePopkorn on Flickr





Defining Wellness

Wellness is not the absence of disease, illness, and stress but the presence of:

- Purpose in life;
- Active involvement in satisfying work and play;
- Joyful relationships;
- A healthy body and living environment; and
- Happiness.





The Eight Dimensions of Wellness

EMOTIONAL

Coping effectively with life and creating satisfying relationships.

WELLNESS

ENVIRONMENTAL

Good health by occupying pleasant, stimulating environments that support well-being.

INTELLECTUAL

Recognizing creative abilities and finding ways to expand knowledge and skills.

PHYSICAL

Recognizing the need for physical activity, diet, sleep, and nutrition.

FINANCIAL

Satisfaction with current and future financial situations.

SOCIAL

Developing a sense of connection, belonging, and a well-developed support system.

SPIRITUAL

Expanding our sense of purpose and meaning in life.

OCCUPATIONAL

Personal satisfaction and enrichment derived from one's work.





Fall Festival: Outdoor Community Event

At our annual outdoor fall festival, we have integrated the wellness message since 2009.

- One year, the theme was Staying Alive.
- There are many ways to promote physical wellness and the other seven dimensions.



Live Longer and Healthier Lives!

I Support The 10x10 Wellness Campaign





National Wellness Week Activity Ideas

Physical

- Recreational activities
- Healthy food alternatives
- Health screenings, e.g., blood pressure, Body Mass Index (BMI), waist circumference, hemoglobin in A1C
- Create a Wellness booth and promote:
 - Healthy portion sizes
 - Breathing and relaxation
 - Sleep and rest
 - Physical activity
 - Smoking cessation

Intellectual

- Wellness trivia or "Spin the Wheel of Wellness" with questions about how to live a healthy lifestyle
- Contact local libraries and community colleges to have a booth and share literature





National Wellness Week Activity Ideas

Environment

- Recycling demonstrations and recycling bins in strategic places
- Literature regarding environmental wellness and home safety
- Offer a discussion about ways that people can learn to organize their living spaces

Spiritual

- Nature walks
- Meditation
- Yoga

Occupational

- Volunteer opportunities
- Job resources booth





National Wellness Week Activity Ideas

Social

- "Quick friend" station to meet new people.
- DJ with dance music (for exercise)
- Opportunities for interacting
- Encouraging volunteers to help with planning, set up, clean up, and booths
- Games and getting people to help one another

Financial

- Volunteer income tax assistance
- Partner with local banks for financial literacy training
- Invite local United Way or other organizations with financial services

Emotional

- Journaling
- Story sharing





Resources

- Collaborative Support Programs of New Jersey
 - http://www.cspnj.org
- Institute for Wellness and Recovery Initiatives
 - http://www.welltacc.org





Recovery Month and National Wellness Week: Celebrating Health





Joe Powell LCDC, CAS

Executive Director

Association of Persons Affected by Addiction





Twenty-Two Years of Recovery Month

Twenty-two years of evolving and amplifying the substance use recovery voice

Seven thousand people walked across the New York Brooklyn Bridge for Recovery Month in 2009.









History of Recovery Month

- In 2010, 11,000 people participated in the Rally for Recovery in Philadelphia
- In 2009, 50,000 people participated nationwide in Recovery Month activities
- In 2010, more than 100,000 people participated nationwide

Photo from PRO-ACT (Pennsylvania Recovery Organization - Achieving Community Together)
http://www.proact.org







Recovery Month Welcomes Wellness



In May 2011, the National Recovery Month Planning Partners welcomed the 10x10 Wellness Campaign as part of its month-long celebration.





History of Recovery Month

Significant events for the recovery movement:

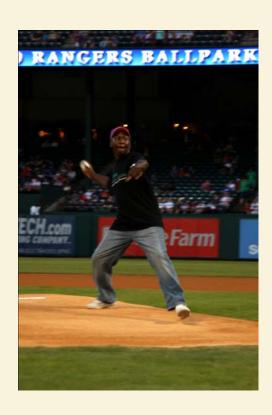
- Expanding care models to reach those who need services
- Mayor and public officials join in recovery month activities
- Recovery in the park picnic event
 - Promotes fun and games for families and the community.





Pitch for Recovery

- Ten major baseball league teams promoted Recovery Month in 2010.
- Community organizations have the opportunity to throw the first pitch.
- Community partners sponsor 500 tickets for consumers/peers in recovery and their families.







Culturally Congruent Wellness

- Honor differences and find common ground.
- Integrate wellness in all levels of
 - Individual;
 - Social;
 - Organizational; and
 - Systems transformation.
- Recovery and wellness transcend barriers.





Peer Power = Balance in Recovery

Personal Wellness

- Morning meditation
- Reading
- Prayer
- Fitness and aerobics
- Eating well
- Dancing
- Attending a support group
- Seeing your sponsor/therapist

Heroes Journey

 Sharing our experiences, strengths, and hopes

Peers/Consumers

- Healthy habits
- Yoga
- Jammin' 'n' Recovery
- 10:10 Line Dance
- Recovery at the movies
- Spiritual development
- Dual recovery support
- Peer time
 - Games





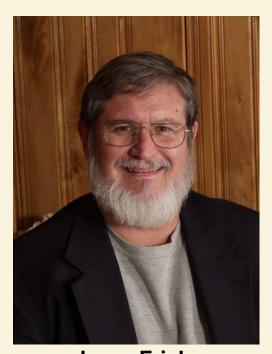
Resources

- Association of Persons Affected by Addiction
 - http://www.apaarecovery.org
- National Recovery Month
 - http://www.recoverymonth.gov





Peer Support Services: Promoting Whole Health Resiliency and Prevention



Larry Fricks
Deputy Director
SAMHSA/HRSA Center for
Integrated Health Solutions





The SAMHSA/HRSA Center for Integrated Health Solutions (CIHS)

The SAMHSA/HRSA Center for Integrated Health Solutions (CIHS)

Promotes the development of integrated primary and behavioral health services to better address the needs of individuals with mental health and substance use conditions, whether seen in specialty behavioral health or primary care provider settings.





Wellness and Integrated Care Settings

ICD's HealthConnect Project, New York City

- Diabetes Self Management Groups
 - Follows the evidence-based practice curriculum, "Diabetes Self-Management"
 - Graduating members move into a weekly Diabetes Support
 Group facilitated by a peer.
 - The support group encourages clients to keep food logs and go on walks to farmers' markets and local health food stores.
 - The group makes outreach and educational presentations to other ICD groups to share their knowledge about their selfmanagement success.





Wellness and Integrated Care Settings

ICD's HealthConnect Project, New York City

- Monthly Workshops
 - Field trips to local farmers' markets
 - Medication management
 - Nutrition on a budget
 - Chair yoga
 - Clients are also given pre- and post-surveys, and the results have been consistently high in terms of client satisfaction.





Wellness and Integrated Care Settings

ICD's HealthConnect Walking Group

- Offers walking groups every day
- Utilizes motivational interviewing strategy
- New York City Parks Department recently donated 65 pedometers to the HealthConnect Program
- The HealthConnect Navigator assesses physical and mental status of all group members and weighs clients after the walk
- To date, the group has collectively lost 103 pounds!
- Clients report that the tangible results of the weight post walk is the main reason for their continued participation in the walking group







CIHS Peer Support Whole Health and Resiliency Training

- Healthy eating
- Physical activity
- Restful sleep
- Stress management
- Service to others

- Support network
- Optimism based on positive expectations
- Cognitive skills to avoid negative thinking
- Spiritual beliefs and practices
- A sense of meaning and purpose





Resiliency for Prevention

"Since many of the most important risk factors for chronic disorders are behavioral in nature, it stands to reason that efforts aimed at reducing stress and enhancing resiliency will have a tendency to reduce mental and physical illness vulnerabilities."

Gregory L. Fricchione, M.D.

Director, Benson-Henry Institute for Mind Body Medicine Director, Division of Psychiatry and Medicine Massachusetts General Hospital Professor of Psychiatry, Harvard Medical School





Our National Wellness Week Activity

The Center for Integrated Health Solutions is celebrating National Wellness Week by teaching all our staff about the Relaxation Response:

- Taught as an essential resiliency tool
- As predictable as medication in immediately reversing the stress-induced, fight-or-flight response
- Counters unremitting stress that can negatively impact genetically vulnerable areas of our bodies to promote mind/body illness and premature death





Resources

- The SAMHSA/HRSA Center for Integrated Health Solutions (CIHS)
 - http://www.centerforintegratedhealthsolutions.org





Each One, Teach One



Mary Ellen Copeland, Ph.D.
Founder
Copeland Center for Wellness and Recovery
Mental Health Recovery Educator and Advocate
WRAP and Recovery Books





Listen, Listen

There is no greater gift you can give another person than your attention. Avoid interrupting with your own story or advice.







Hope

Remind someone that there is lots of hope...

that they will feel better, that they will get well—and stay well...

and that their life can be the way they want it to be.







Share Your Wellness and Recovery Story

- In person
- At a support group
- By facilitating a program
- Through an online group
- In print media
- On the Web







Wellness and Recovery Tools

- Encourage a person to think of their wellness and recovery tools.
- Share some of your tools.







WRAP and Peer Support

Assist someone in developing their:

- List of wellness and recovery tools
- WRAP
 - Daily maintenance
 - Triggers
 - Early warning signs when things are breaking down
- Advance directive







Wellness and Recovery Event

- Start a group
- Hold recovery and support group meetings
- Lead a workshop, training, or seminar
- Pitch an article to your local newspaper, radio, TV station







Resources

- Wellness Recovery Action Plan
 - http://www.mentalhealthrecovery.com
 - http://www.wrapandrecoverybooks.com
- Copeland Center for Wellness and Recovery
 - http://www.copelandcenter.com
- Shery Mead Consulting
 - http://www.mentalhealthpeers.com





Achieving Wellness



Angélica García Senior Program Manager Project Return Peer Support Network



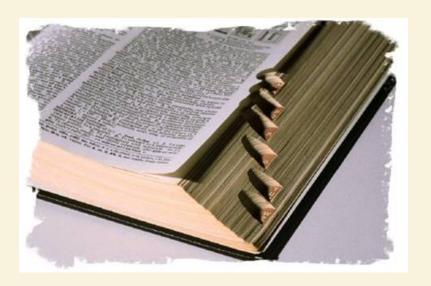




Wellness

Well·ness

- Noun
 - 1. the quality or state of being healthy in body and mind, especially as the result of deliberate effort.
 - 2. an approach to health care that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.







Lifestyle

Social

 Develop a healthy social support system that will encourage you to move forward

Physical

Being involved in a meaningful activity that will get you moving

Occupational

Working, volunteer, or vocational.

"Wellness belongs to a person who takes responsibility for achieving balance in his/her life."

-John W. Travis, M.D.

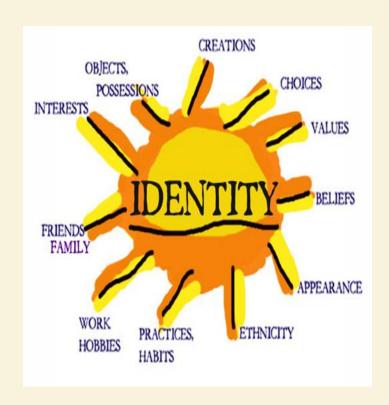




Wellness Activities of the Mind

Thoughts, beliefs, and values in the Latino community can drive people to create a change that is acceptable to our culture.









Wellness Activities of the Body

Food

- Healthy eating
- Avoid fast and greasy food

Activity

- Start with walking at least 30 minutes a day
- Join a exercise class with a friend, e.g., yoga, Zumba, etc.

Habits

 Doing something for 21 days consecutively can help develop a habit









Wellness Activities of the Spirit

Giving back

- Getting involved in the community
- Helping someone in need

Social

 Surround yourself with positive people who will help uplift your spirit

Balance

Nurture yourself







Take the Challenge

- Make one change that will make a difference to you
- Encouragement will help your self-esteem and help other people to make a change within
- National Wellness Week (NWW)
 - Get involved in your community
 - Take part in a walk
 - Attend a health fair or a community event







Resources

- Project Return Peer Support Network
 - Call 323-346-0960
 - http://www.prpsn.org
- Warm Line—a toll-free non-crisis talk line
 - Call 888-448-4044





SAMHSA 10x10 Wellness Campaign: Get Involved!

- Sign the Pledge for Wellness and subscribe to the 10x10 Wellness Campaign newsletter at http://www.10x10.samhsa.gov.
- Tell us what you have planned for National Wellness Week by emailing 10x10@samhsa.hhs.gov.
- Continue the conversation at http://www.bhtalk.org.







SAMHSA 10x10 Wellness Campaign: Get Involved!



Submit a poem,
visual art, song, or
digital video that
shows how
Wellness Works at:

http://www.power2u.org/wellnessworks.html





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Speaker Biography—Mary Ellen Copeland

Mary Ellen Copeland, Ph.D., founder of the Copeland Center for Wellness and Recovery, is well-known in the international mental health recovery movement. She has authored many self-help resources including WRAP: Wellness Recovery Action Plan, WRAP Plus, The Depression Workbook: A Guide to Living with Depression and Manic Depression, WRAP and Peer Support (with Shery Mead) and the popular facilitator training curriculum, Mental Health Recovery and WRAP.

She also worked with SAMHSA's Center for Mental Health Services to develop the popular booklet series Self-Help Guides to Recovering Your Mental Health and Taking Action: A Mental Health Recovery Curriculum. These resources are based on her ongoing study of the day-to-day and life recovery strategies and skills of people who experience mental health difficulties, and how these people have gotten well, stayed well and worked toward achieving their own goals and dreams.







Speaker Biography—Larry Fricks

Larry Fricks currently serves as the Director of the Appalachian Consulting Group and Deputy Director of the SAMHSA/HSRA Center for Integrated Health Solutions. For 13 years, Larry directed Georgia's Office of Consumer Relations and Recovery in the Division of Mental Health, Developmental Disabilities and Addictive Diseases. He co-founded the Georgia Mental Health Consumer Network, which now has some 4,000 members, and Georgia's Peer Specialist Training and Certification. He served on the Planning Board for the Surgeon General's Report on Mental Health, and currently serves on the Advisory Board for the Carter Center Mental Health Journalism Fellowships.

Larry's recovery story and life's work to support the recovery of others was published by HarperCollins in the New York Time's best-selling book Strong at the Broken Places by Richard M. Cohen and was featured on the Today Show in 2008.







Speaker Biography—Angélica García

Angélica García has been working with Project Return Peer Support Network for 4 years. As a Senior Program Manager, she oversees El Centrito de Apoyo, a Spanish-language client-run center, the Warm Line, an after-hours support line for consumers, and PRPSN's Community Integration Program. García serves as an alternate to the System Leadership Team (SLT) for the Department of Mental Health of Los Angeles County. As a member of CORE (Community Organized for Resource Enhancement), García aims to introduce mental health services into the "seven cities" which comprise the largest concentration of Spanish speaking communities.

García is passionate about reducing stigma and strengthening families and communities that are affected by mental illness. On a national level, she works with Tenemos Voz, a new national Hispanic consumer advocacy organization. García trained as a certified WRAP facilitator through the Mary Ellen Copeland Center and is a certified Procovery Facilitator through Procovery Institute.







Speaker Biography—Joe Powell

Joe Powell, LCDC, CAS, is Executive Director for the Association of Persons Affected by Addiction. He specializes in all aspects of behavioral health and recovery community support services, Systems of Care and the holistic recovery management process.

Joe also serves on the SAMHSA 10x10 Wellness Campaign Steering Committee, working to integrate behavioral health systems at the Federal, State and local levels.

Joe is in long-term recovery with 21 years free of alcohol and other drugs. He has treated and served individuals in or seeking recovery from addictions and co-occurring mental illness and substance use problems for 20 years as a licensed Chemical Dependency Counselor in Dallas, TX.







Speaker Biography—Peggy Swarbrick

Peggy Swarbrick, Ph.D., OTR, CPRP, is the Director of the Institute for Wellness and Recovery Initiatives at Collaborative Support Programs of New Jersey.

Peggy is also a part time assistant faculty member of the Department of Psychiatric Rehabilitation and Counseling Professions, UMDNJ-School of Health Related Professions. Peggy has been actively involved in promoting the wellness model for mental health and substance dependence recovery for many years.







Speaker Biography—Wilma Townsend

Wilma Townsend, M.S.W., is a Public Health Analyst at the Center for Mental Health Services in the Consumer Affairs Office of SAMHSA and is a nationally-recognized consumer leader in the recovery movement.

She also works on issues of cultural competence, helping many organizations make changes to minimize disparities in access to care and enhance the quality of care that people of color receive.

She was previously the President of WLT Consulting, a consulting firm that specialized in mental health recovery, consumer involvement, and cultural competence, and was a founding member of the Multiethnic Advocates for Cultural Competence in Ohio.







Questions and Answers

You may now submit your question:

- By pressing *1 on your telephone keypad.
- You will enter a queue and may ask your question in the order in which it is received.
- When you hear the conference operator, announce your first name.
- You may proceed with your question.





Also of interest: The ADS Center

The SAMHSA ADS Center enhances acceptance and social inclusion by ensuring that people with mental health problems can live full, productive lives within communities without fear of prejudice and discrimination. We provide information and assistance to develop successful efforts to counteract prejudice and discrimination and promote social inclusion.

We encourage you to join the ADS Center listserv at http://promoteacceptance.samhsa.gov/main/listserve.aspx to receive further information on recovery and social inclusion activities, including information about future teleconferences.





Archive

This training teleconference is being recorded.

Visit http://www.promoteacceptance.samhsa.gov/
10by10/training.aspx to download the

- PowerPoint presentation;
- PDF version of the PowerPoint;
- Audio recording; and
- Written transcript.





Survey

We value your suggestions. Within 24 hours of this teleconference, you will receive an email request to participate in a short, anonymous online survey about today's training. Survey results will help determine what resources and topic areas need to be addressed by future training events. The survey will take approximately 5 minutes to complete.

Survey participation requests will be sent to all registered event participants who provided email addresses at the time of their registration. Each request message will contain a Web link to our survey tool. Thank you for your feedback and cooperation.

Written comments may be sent to the Substance Abuse and Mental Health Services Administration's 10x10 Wellness Campaign at 10x10@samhsa.hhs.gov.



